FIG. 1
CONVENTIONAL ART

ITEM IDENTIFIERS

PREFERENCE/NON-PREFERENCE LEVEL

	NON-PREFERENCE ←							→ PREFERENCE	
	-4	-3	-2	-1	0	1	2	3	4
DIRECTOR A									
DIRECTOR B									
DIRECTOR C									
GENRE A									
GENRE B									
GENRE C									
GENRE D									
ACTOR A									
ACTOR B									
ACTOR C									
PLAYER A									
PLAYER B									
PLAYER C									
TEAM A									
TEAM B									
• • •					• • •				

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FIG. 2

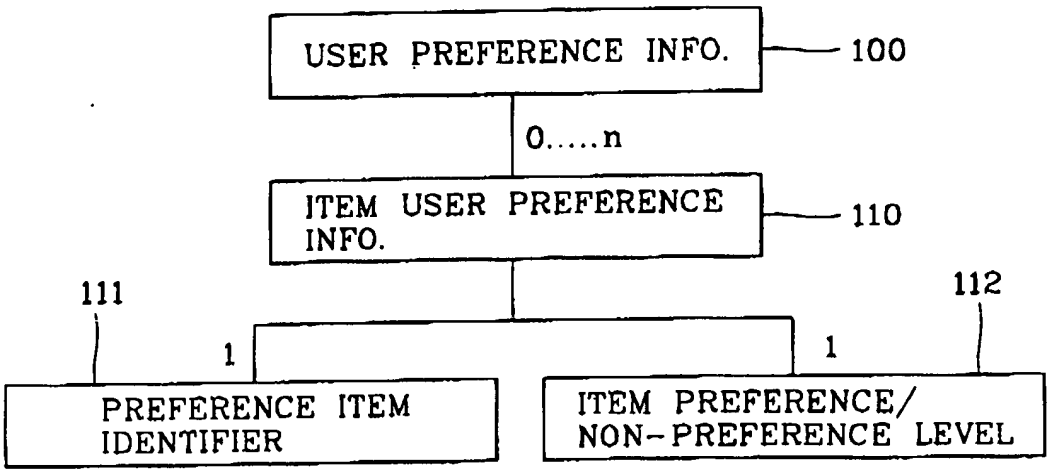

USER PREFERENCE INFO.
100
0.....n
ITEM USER PREFERENCE INFO.
110
111
112
1
1
PREFERENCE ITEM IDENTIFIER
ITEM PREFERENCE/ NON-PREFERENCE LEVEL

FIG. 3

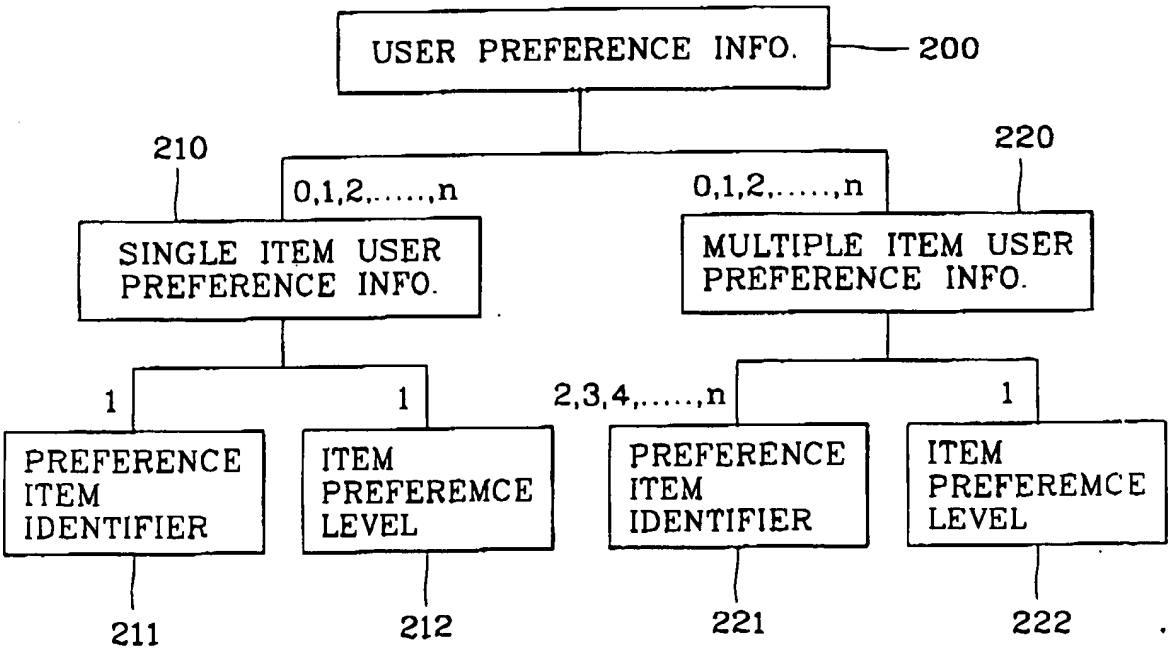
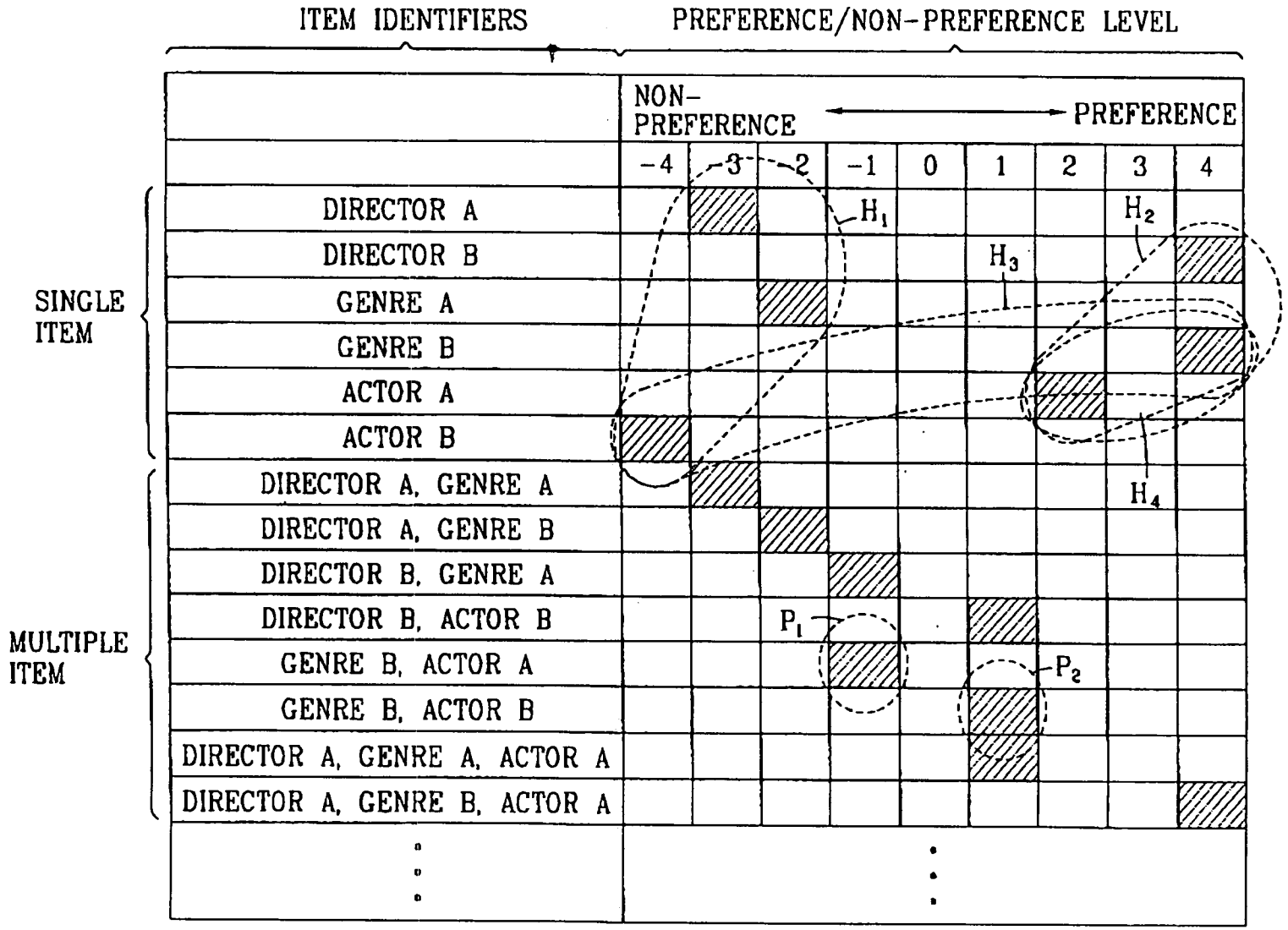

USER PREFERENCE INFO.
200
210
220
0,1,2,.....,n
0,1,2,.....,n
SINGLE ITEM USER PREFERENCE INFO.
MULTIPLE ITEM USER PREFERENCE INFO.
1
1
2,3,4,.....,n
1
PREFERENCE ITEM IDENTIFIER
ITEM PREFEREMCE LEVEL
PREFERENCE ITEM IDENTIFIER
ITEM PREFEREMCE LEVEL
211
212
221
222

FIG. 4



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